



APPENDIX D - CALL OFF AGREEMENT FORM

CALL OFF AGREEMENT FORM		
<p>This Form is to be used by the Client when requesting that work be undertaken within the terms of the Call Off Contract. The Parties agree that each completed and approved Form will form part of and be interpreted in accordance with the terms and conditions of that Call Off Contract.</p>		
<p>Project Title: FS108108 - Work Package 3 Covid-19 Consumer Tracker</p>	<p>Reference:</p>	<p>FS107010 Social Research</p>
	<p>Date:</p>	<p>21/04/2020</p>
<p>Client – Project Representative: [REDACTED]</p>	<p>Tel:</p>	
	<p>E-mail:</p>	[REDACTED]
<p>Supplier – Project Representative: [REDACTED]</p>	<p>Tel:</p>	[REDACTED]
	<p>E-mail:</p>	[REDACTED]
<p>Project Start Date:</p>	<p>08th April 2020</p>	
<p>Project Completion Date:</p>	<p>30th July 2020</p>	
<p>Project Specification/Scope of Work: <i>To include Background, Scope of Work, Parties Inputs, Approach and Method, Skills required, Timetable:</i></p> <p>Covid-19 has significantly impacted the public’s behaviour in relation to food; including attitudes to food, purchasing and consumption behaviours. As a result, the FSA would also like to track behaviours and attitudes in relation to food during and after the pandemic.</p> <p>The FSA would like to include questions in Ipsos Mori’s omnibus surveys to understand the following:</p>		

Key research question/s (and methodology):

The key research questions in relation to Covid-19 and food behaviours/attitudes will aim to capture:

- Anxiety around scarcity (or access) to food
- Experiences of food shortage and reasons (i.e. illness, access, financial reasons etc)
- Concerns about affording food (price rises, loss of income, feeding children, prioritisation of household costs)
- Compliance with use-by dates / risky behaviour

The method used to collect this information should be determined according to the most appropriate means. Consideration should be made for the inclusions of questions in either an online or telephone omnibus survey, or for these questions to be included in Ipsos Mori's regular Covid tracker.

Approximately 5 questions will be drafted by the FSA and supplied to Ipsos Mori before close of business on Monday 6th April. Ipsos Mori should also review these questions to ensure that they align (where applicable) to questions within Food and You 2.

These questions should be included in the omnibus survey on a monthly basis and should initially be collected for 4 consecutive months. Initial quotes from Ipsos Mori should be indicative of a 4-month collection period, although this may change.

Questions may be added/removed across different waves depending on the FSAs priorities, therefore when providing a quote, Ipsos Mori should indicate a cost per question, so that the FSA can consider this when planning future amendments.

Outputs –

For any data produced from the online omnibus an SPSS dataset, plus excel data tables, should be provided to the FSA. Data tables should include split by demographic (age, gender plus any other agree upon demographic information – Ipsos Mori to advise on the demographic information available) and should also capture trends overtime for any

questions that remain consistent across multiple waves. There will be no requirement for a written report, but a slide deck to summarise results, demographics and trends overtime should be provided in accordance with the FSA's branding and accessibility requirements.

Outputs should be provided to the FSA on a monthly basis in accordance with the collection schedule.

If a formal report is required by the FSA for publication purposes, this will either be produced in-house by the FSA using the outputs mentioned above, or a separate work package will be raised for Ipsos Mori to conduct this work. Therefore, any quote provided by Ipsos Mori should exclude the production of any formal reports.

Data should be provided within 2 days, and the slide deck should be provided within a week.

How will the outputs of this research be disseminated for effective/maximum impact?

Initially, the outputs of this work will be utilised internally by the FSA to assess the impact on several policy issues (such as IID, Covid-19 and FBD). Initially, these outputs are for monitoring purposes, particularly for senior stakeholders within the FSA and may be shared across Government and more widely.

The FSA will take responsibility for disseminating these findings appropriately dependent on the key stakeholders who request, or would benefit from, access to these findings. Our aim is always to publish open data.

Timescale milestones – please include any hard deadlines

- Ipsos Mori should provide a response to this Work package template by COP Friday 3rd April 2020.
- Fieldwork should commence in the week beginning 6th April 2020.
- Results should be returned to the FSA after each monthly omnibus. Data should be provided within 2 days, and the slide deck should be provided within a week.

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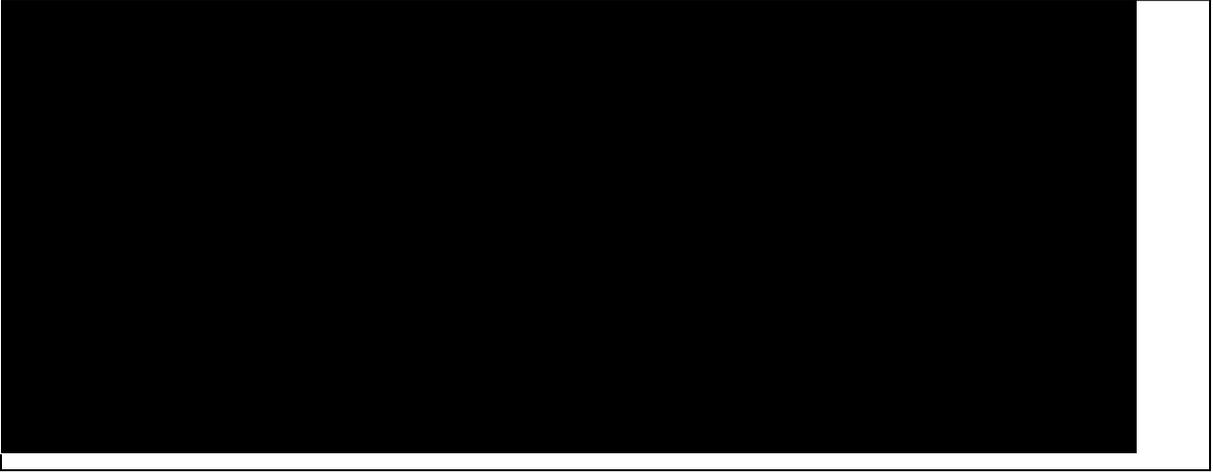
Special Terms:

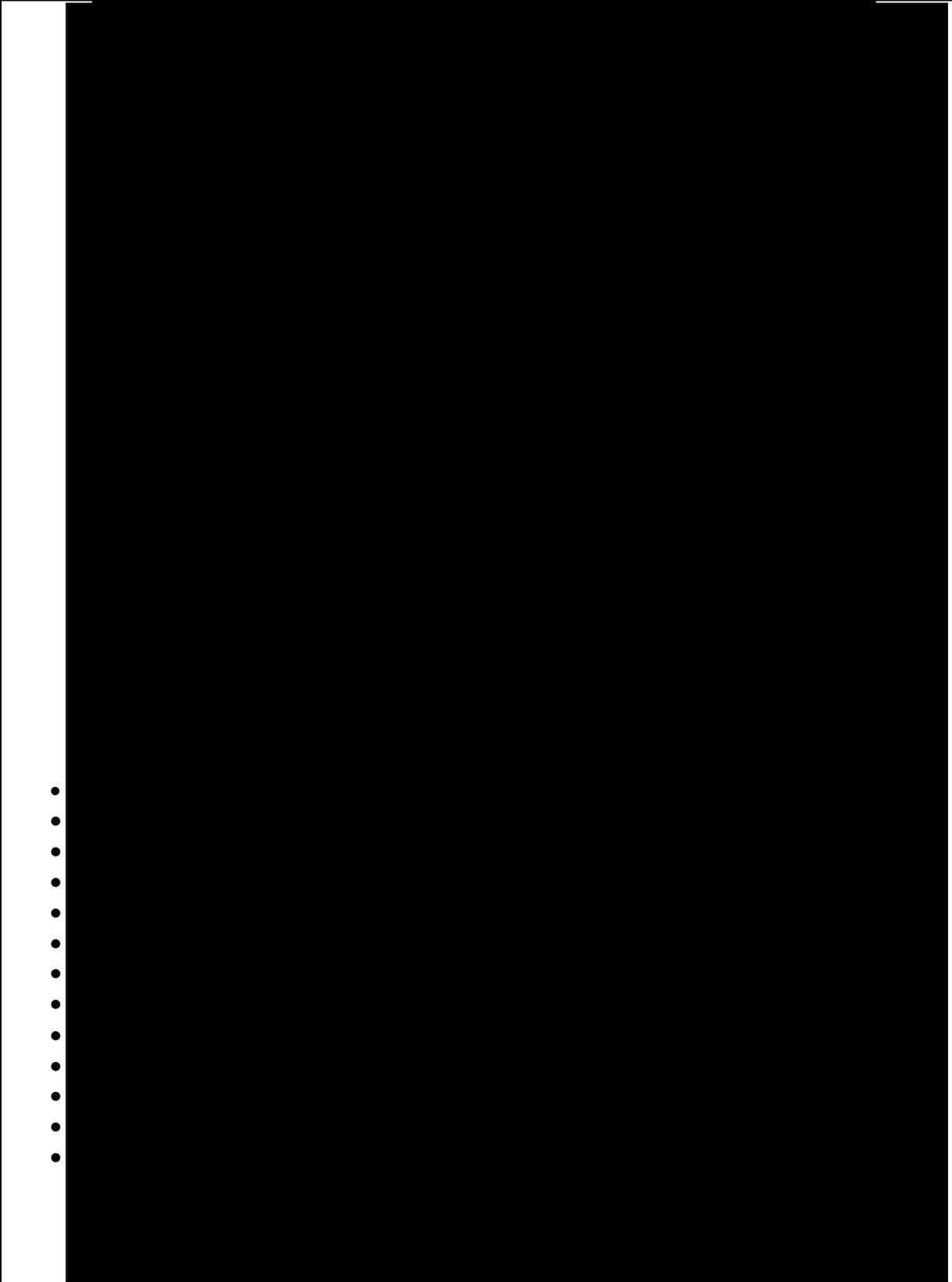
To include any terms or conditions not covered in the overarching contract or any terms amended for the purposes of this Call Off Agreement

N/A

Deliverables:	See Annex A – Suppliers Response
Foreground IPR – Ownership	See Clause 15 – Intellectual Property Rights in overarching contract.
Personal Data (GDPR)	See Annex A – Suppliers Response
Price	See Annex B – Suppliers Financial Template
Payments & Invoicing	<p>Please submit invoices to [REDACTED] for work with FSA.</p> <p>Please include the referring FSA purchase order number in the email title and within the invoice to allow Invoice/Purchase Order matching.</p> <p>Note that invoices that do not include reference to FSA Purchase Order number will be returned unpaid with a request for valid purchase order through email.</p> <p>Further details can be found at Schedule 5 ‘Invoicing Procedure & No PO/ No Pay’ in the Call Off Contract.</p>

We confirm receipt of this Form seeking approval for the above project to proceed. We agree to provide the goods and/or services requested according to the terms and conditions set out in the Call Off Contract between the FSA and Ipsos MORI





Quality management – please set out you will embed quality management

Ipsos MORI's complete focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation. Good research requires exhaustive quality procedures which are put into practice. We

work to very strict quality management processes and standards, many of which exceed that required for the industry. These include:

- **ISO 9001:2008**, international general company quality standard with a focus on continual improvement through quality management systems. *In 1994 we became one of the early adopters of the ISO 9001 business standard;*
- **ISO 20252:2006**, International market research specific standard that supersedes MRQSA (BS 7911) & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. *Ipsos MORI was the first company in the world to gain this accreditation.* We regard these as minimum standards and regularly exceed the requirements of these schemes – for example, IQCS requires only 12 hours of training for new interviewers/recruiters but we give a minimum of 18 hours. For face-to-face interviewing, we validate by telephone 10% of completed interviews, but should there be any cause for concern we arrange face-to-face validations, which are completed by a senior supervisory member of the quality team. As a minimum, we monitor 10% of all telephone interviews conducted;
- **ISO 27001:2005**, International standard for information security designed to ensure adequate and proportionate security controls are in place. *Ipsos MORI was the first research company in the UK to be awarded this in August 2008;*
- **MRS Company Partnership** - By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 500 companies have followed our lead;
- **Fair Data** - In order to demonstrate our commitment to ensure personal data is processed fairly, ethically and in compliance with all relevant Data Protection & Privacy laws, including the Data Protection Act, we have signed up to the “Fair Data” accreditation scheme.



We have an integrated quality, compliance and information security management system, our 'Business Excellence System' (BES). Its objectives are:

- To provide assurance to Ipsos MORI's clients that we will deliver reliable and robust research findings by, among other measures, meeting the requirements of the international quality standard for market research (ISO 20252); and
- To minimise risk to the business by focussing on quality and continuous improvement.

BES is led by a Business Excellence Management Team, which is made up of management representatives from all main business units who co-ordinate the implementation of our Business Excellence System throughout the business. They oversee strict adherence to these standards.

We have a large team of trained internal auditors from across the business, with spot checks carried out throughout the year. External audits to ensure that we comply with the standards we are accredited to. Findings from external audits are communicated to the business; any corrective and/or preventative actions are adopted where necessary.

The Management Team is underpinned by a Business Excellence Group, which includes representatives from all areas of the business. It meets regularly to discuss and address quality issues, feed them back to the business areas and test ideas. Our external client satisfaction monitor involves sending a survey to the client at the close of each project. Returned questionnaires are reviewed and followed up where necessary to learn from any issues which occur during a project.

This project will include other specific quality measures:

- A thorough script checking process during the online survey design. This includes testing answer codes, questions and routing to reduce the data editing that needs to take place at the output stage and ensuring respondents are not able to straight line through the survey.
- The raw SPSS data file is checked against the edited SPSS file and the data tables. With bases sizes, question wording (and answers), routing, weighting, cross breaks and nets all checked thoroughly as standard. All these checks are carried out by the iOmnibus team and signed off by the exec team and checks repeated if edits to the data are required.

- We will seek to involve a member of our polls for publication team to review the questionnaire, report and any article published alongside it. Our Polls for Publication team is made up of a range of senior directors who each have 15+ years of conducting social or market research, they are responsible for reviewing published research and helping to ensure that we provide a balance viewed based on the evidence available – adding another layer of checks to our processes.

Information security

Information is the main product produced by Ipsos MORI. It's therefore vital that the information we use is kept secure from accidental or deliberate loss, destruction or disclosure. It is also essential that information is accurate, complete and available when it's needed.

We comply with the MRS Code of Conduct and adhere to the eight principles of the Data Protection Act when it comes to personal data.

For this project, any data transfer required during project work will be transferred via a dedicated secure server (managed in-house by our compliance team) and be managed in accordance with our wider quality procedures outlined above.

All of the above quality procedures are integral to any project we deliver. In short, the Business Excellence System, and quality procedures are central to everything we do.

Delivery timescales – Please provide a detailed plan of when you will deliver the specified outcomes

Please detail any assumptions you have made

Wave 1

The timetable below is an indicative timetable, for wave 1, based on the project being approved prior to midday on Monday 6th April and the questionnaire being received by COP on Monday 6th April from the FSA.

Task	Date
Questions received by IM from the FSA	COP Monday 6 th April
Reviewed questionnaire sent to the FSA	Midday Tuesday 7 th April
Questions signed off by the FSA	End of day Tuesday 7 th April
Questionnaire scripted and tested by IM	Wednesday 8 th – Thursday 9 th April
Fieldwork	Friday 10 th – Monday 13 th April
Data tables and SPSS file provided	By Thursday 16 th April
Provide PowerPoint slide deck to the FSA	By Tuesday 21 st April

The timings provided are for wave 1 only. Timings for subsequent waves will be provided upon completion of wave 1, with fieldwork for wave 2 taking place approximately one month after the fieldwork for wave 1.

Project-specific risks and proposed mitigation measures

Risk	Assessment	Mitigation measures
<p><i>Delay with wave 1 due to questionnaire not being finalised in time</i></p>	<p>Likelihood: Low Impact: Medium</p>	<p>We are aware that the FSA has already begun drafting the handwashing questions, which we expect to receive as outlined by COP on Monday 6th April. Any delay this to this will mean that fieldwork may have to be pushed back.</p> <p>The iOmnibus runs daily and there will be space on it for the COVID-19 questions. If the questionnaire is received later than expected then we may have to push fieldwork back slightly. The impact on results of this is likely to be minimal as while the current conditions imposed by the UK government are set to expire by Monday 13th April, there is likely to be extension to them. Any change in conditions, which could impact on results, is unlikely to occur before wave 1 even if there is a delay in getting it into field.</p>

<p><i>Unable to conduct fieldwork due to a lack of capacity on the iOmnibus</i></p>	<p>Likelihood: Low</p> <p>Impact: Low (although code frame and questions may take longer to develop)</p>	<p>Ipsos MORI's Access Panel has over 325,500 members. Surveys are run on the panel on a daily basis. Even if wave 1 or subsequent waves are delayed there will be space on the panel to conduct the survey.</p> <p>We will speak to book all future waves in with the iOmnibus team upon completion of wave 1</p>
<p><i>Escalation of COVID-19 (Coronavirus) in the UK</i></p>	<p>Likelihood: High</p> <p>Impact : Low</p>	<p>Ipsos MORI is an organisation that has taken precautions to protect staff from infection such as asking staff to work from home 1 week before the official Govt lockdown. Staff are working at home and using video conferencing facilities. Should a key member of the exec team become unwell, there is a team of social researchers at all levels within the business who have the necessary skills to deliver the work.</p> <p>Project management protocols require written weekly updates and so a record of project progress and current status would be available to aid transition to new team members.</p>

Ethical considerations

Wellbeing: For all our projects we place the wellbeing of our team first and foremost. We understand members of the team may have experienced or currently be experiencing anxiety relating to COVID-19. We appreciate that looking at and discussing the data around an issue that affects them (or someone they know) may remind them of their

own experiences and could cause distress. With this in mind we will discuss this with all team members and seek guidance from the ethics group should we need to.

Ethics Group

At Ipsos MORI our Social Research Institute Ethics Group exists to support researchers in delivering work which meets the ethical requirements of our clients helping them anticipate, manage and reduce risks in the research to our participants, staff and our clients

The group comprises staff members with a wealth of relevant experience with vulnerable audiences across a range of different areas including health. It is headed by Isabella Pereira, who works in Ipsos MORI SRI's Qualitative Social Research Unit and includes core members Sam Clemens, a survey methods expert who sits on the Health Research Authority's Social Care Research Ethics Committee and contributes to the Social Research Association's ethics forum, and Claire Lambert, a disabilities and mental health research expert who also sits on the Social Care Research Ethics Committee.

The Ethics Group provides an advisory and review function for all projects within the Social Research Institute at Ipsos MORI, with a specific focus on high-risk projects involving vulnerable individuals or sensitive issues. To fulfil SRI's mandatory ethics requirement, researchers complete an ethics form for all new projects which is then submitted to the Ethics Group for review. The Ethics Group provides advice and guidance on ensuring the project is carried out ethically and how to handle challenging issues. This approach ensures that research ethics are considered from the outset of all projects, minimising risks to clients, the research and our staff. At the heart of our approach are the GSR ethical principles; we also draw on other relevant ethical codes such as the ESRC Research Ethics Framework, the SRA ethical guidelines and the MRS code of conduct, with which we are fully compliant.

The Ethics Group develops our policies on safeguarding, disclosure and researcher safety, working closely with our Business Excellence team who lead on Data Security. A programme of training on ethics in research practice is also regularly delivered to staff of all levels and is mandatory for all researchers.

Subcontractors please specify on the need for, and selection/appointment of sub-contractors

We do not require the support of any sub-contractors.

Sustainability – pls set out measures to maximise sustainability

Under current government restrictions, any meetings held for wave 1 will be conducted virtually.

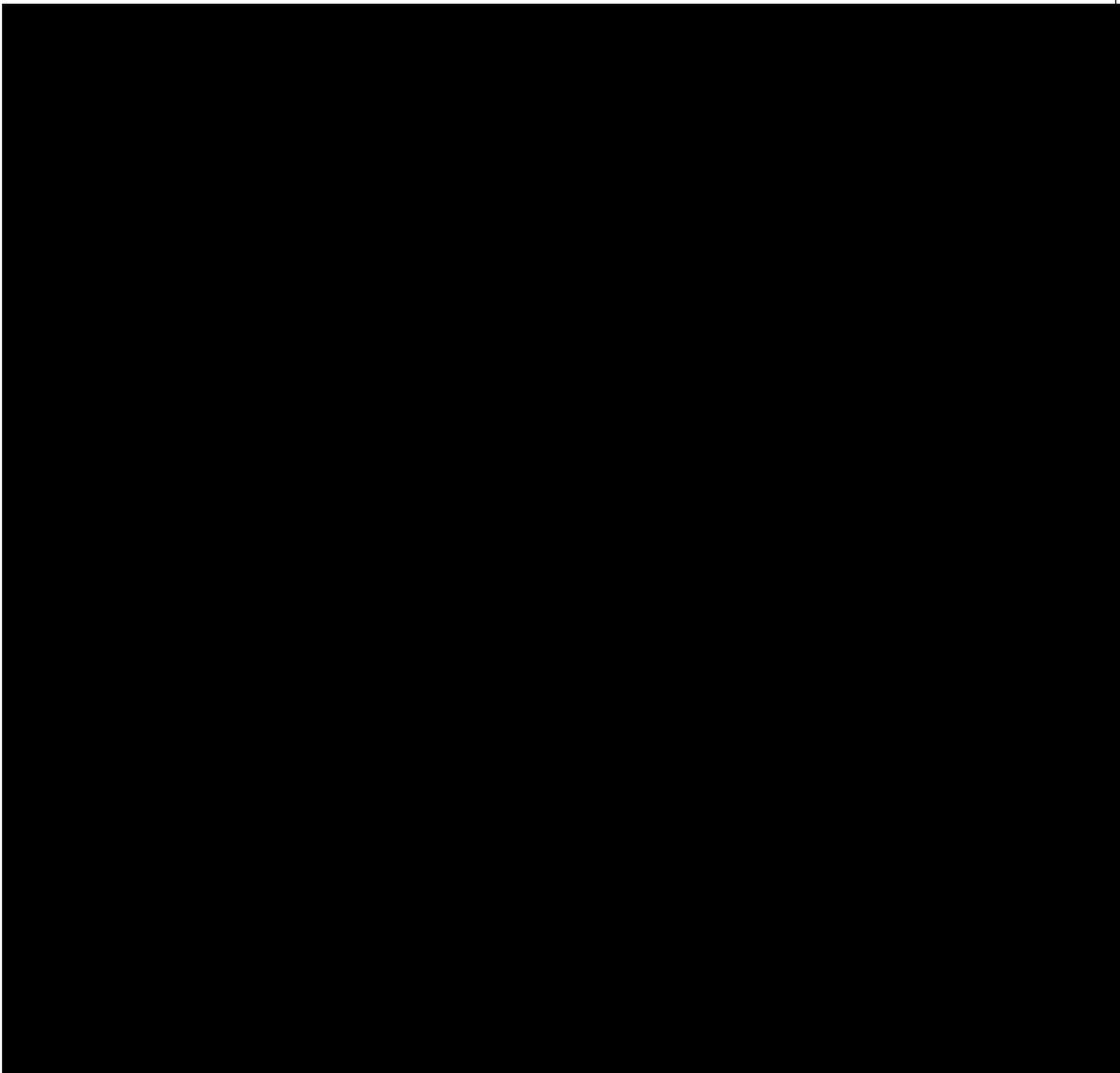
GDPR – Please complete the below table detailing personal data that will be processed as part of this work package

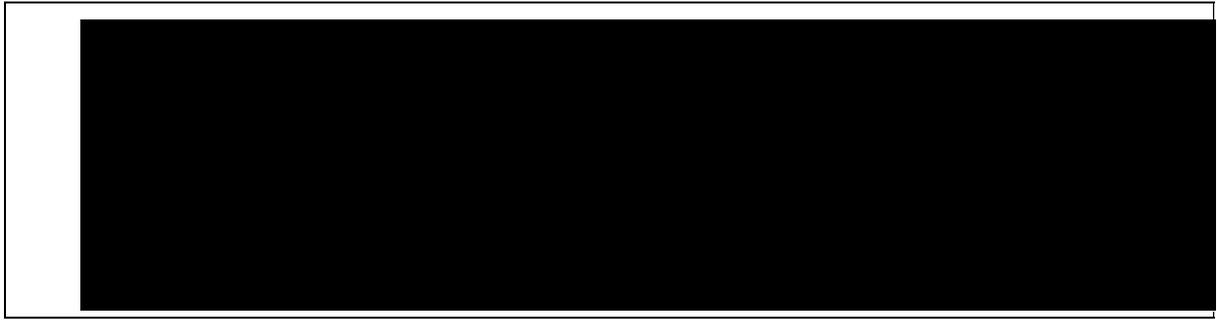
Description	Details
Subject matter of the processing	<p>The project is asking members of the public about their attitudes and behaviours towards food to try and understand how their relationship towards food has changed during the current crisis. We will be processing the responses that they provide but not processing any personal data.</p> <p>Ipsos MORI does hold person information on individuals who are members of the access panel, this is only accessible to those who administer the panel and will not be accessible to members of this project team</p>
Duration of the processing	<i>April 2020 – July 2020</i>
Nature and purposes of the processing	<p>The data for this survey will be collected online over a period of four days using Ipsos MORI's iOmnibus Access Panel. Upon completion of fieldwork compiled data will be provided to the research team.</p> <p>There is no personally identifiable data collected as part of the survey</p>
Type of Personal Data	The Ipsos MORI research team will not receive any personal data
Categories of Data Subject	Individuals aged 16-75 within England, Wales and Northern Ireland who are members of the public

Plan for return and destruction of the data once the processing is complete UNLESS requirement under union or member state law to preserve that type of data

The Ipsos MORI research team will not receive any personal data.

Total Cost – Please provide the total cost for this work package. Please provide a detailed breakdown of costs in the financial template which is to be submitted alongside this Project Proposal Document. This should include payment milestones (where applicable)





Annex B – Suppliers Financial Proposal

Tender Reference	FS108108
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Tender Title	FS108108 - Work Package 3 - Covid-19 Consumer Tracker
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Full legal organisation name	Marker & Opinion Research International t/a Ipsos MORI
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Main contact title	██████
Main contact forname	██████
Main contact surname	██████

Main contact position	Senior Research Executive
Main contact email	████████████████████
Main contact phone	██████████

Will you charge the Agency VAT on this proposal?	No
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Please state your VAT registration number: 443 932 121	443 932 121
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Project Costs Summary Breakdown by Participating Organisations
Please include only the cost to the FSA.

Organisation	VAT Code*	Total (£)
<i>Ipsos MORI</i>	STD	£ 11,950.00

Total Project Costs (excluding VAT) **	£ 11,950.00
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- * Please indicate zero, exempt or standard rate. VAT charges not identified above will not be paid by the FSA
- ** The total cost figure should be the same as the total cost shown in table 4
- ** The total cost figure should be the same as the total cost shown below and in the Schedule of payments tab.

Project Costs Summary (Automatically calculated)

3						
						21
Retention/Final Deliverable	***	-				

Total	£ 11,950.0 0
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